



FIG. 1

FIG. 3

20 Advertiser's Request (Invitation Page)

Name of Advertiser  21

Campaing Objective  22

Campaing Period from  to  23

24 Selection of responses	Cost per response
<input type="checkbox"/> Visiting Web site	<input type="text"/>
<input type="checkbox"/> Downloading software	<input type="text"/> 26
<input type="checkbox"/> Applying for prize	<input type="text"/>
<input type="checkbox"/> Answering questionanaire	<input type="text"/>
25 <input type="checkbox"/> Requesting catalog	<input type="text"/>
<input type="checkbox"/> Requesting subcription to newsletter	<input type="text"/>
<input type="checkbox"/> Signing up for membershp	<input type="text"/>
<input type="checkbox"/> Ordering a product or service	<input type="text"/>
<input type="checkbox"/> <input type="text"/>	<input type="text"/>

Maximum respnses per month  27

29 Catogory of targent group  28

Designation of affiliates ☐ ALL

☐ XXX ☐ YYY ☐ ZZZ

30 ☐ QQQ ☐ SSS ☐ TTT

Copy and Layout of advertisement

31

32 URL of web site to be linked

FIG. 5

50

### Detailed Information

Advertiser's Request (Invitation Page)

Name of Advertiser

Campaing Objective

Campaing Period from  to

Selection of responses	Cost per response
<input type="checkbox"/> Visiting Web site	<input style="width: 100px;" type="text"/>
<input type="checkbox"/> Downloading software	<input style="width: 100px;" type="text"/>
<input type="checkbox"/> Applying for prize	<input style="width: 100px;" type="text"/>
<input type="checkbox"/> Answering questionanaire	<input style="width: 100px;" type="text"/>
<input type="checkbox"/> Requesting catalog	<input style="width: 100px;" type="text"/>
<input type="checkbox"/> Requesting subcription to newsletter	<input style="width: 100px;" type="text"/>
<input type="checkbox"/> Signing up for membership	<input style="width: 100px;" type="text"/>
<input type="checkbox"/> Ordering a product or service	<input style="width: 100px;" type="text"/>
<input type="checkbox"/> <input style="width: 150px;" type="text"/>	<input style="width: 100px;" type="text"/>

Maximum respnses per month

Catogory of targent group

Designation of affiliates ☐ ALL

☐ XXX    ☐ YYY    ☐ ZZZ

☐ QQQ    ☐ SSS    ☐ TTT

Copy and Layout of advertisement

URL of web site to be linked

52
53
54

### Agreement for sales

Date:

Ad space type

Affiliate code

20
51